

## ASSIGNMENT 5

Textbook Assignment.

Chapter 6, pages 6-30 through 6-45 and chapter 7, pages 7-1 through 7-18.

5-1. To help the prospect through the mental turmoil of a close, the recruiter should display which of the following characteristics?

1. Alert and aggressive
2. Relaxed and assumptive
3. Assertive and direct
4. Calm and carefree

5-1. All closes should ask for which of the following decisions or actions?

1. Direct action
2. Immediate action
3. Minor decision
4. Major decision

● In answering questions 3 through 6, select the type of close you would be using in each of the questions.

5-3. My folks take their physical and process on Monday. I will pick you up at 5:00 in the morning.

1. Minor point
2. Alternate proposal
3. Impending doom
4. Action

5-4. I'd like to give you this pamphlet to take home with you. I'll write the time I'll be picking you up for the ASVAB in the front.

1. Action
2. Minor point
3. Gift
4. Alternate proposal

5-5. Here's your first Navy assignment; just pass that envelope over there to me and we'll get started on your paperwork.

1. Minor point
2. Action
3. Alternate proposal
4. Impending doom

5-6. It's now or never.

1. Action
2. Alternate proposal
3. Impending doom
4. Minor point

5-7. Our prospects say no for which of the following reasons?

1. They are trying to avoid making a decision
2. They are testing your conviction
3. They have real concerns
4. All of the above

5-8. To stop the motion of the sale from being sidetracked, which of the following objection handling techniques should you use?

1. Obviously you...
2. Just suppose for a moment . . .
3. Empathy
4. Treated question

5-9. Of the following techniques, which should you use to relax the prospect?

1. Obviously you...
2. Just suppose for a moment . . .
3. Empathy
4. Treated question

5-10. To verify, smoke out, or bury the objection you should use which of the following techniques?

1. Obviously you...
2. Just suppose for a moment . . .
3. Empathy
4. Treated question

5-11. Turning the objection into a question in the prospect's mind so you can answer it is the purpose of which of the following techniques?

1. Blueprinting
2. Weighing close
3. Empathy
4. Treated question

- 5-12. When a prospect responds with a no to your treated question, which of the following steps should you take?
1. Close
  2. Trial close
  3. Ask what the question is
  4. IRON out the objection you have treated
- 5-13. The desire step of the sale is designed to fulfill which of the following purposes?
1. Let prospects see themselves in the Navy
  2. Let prospects feel more comfortable in making a decision
  3. Remind prospects of their problems and help them see the advantages our proposal will provide
  4. Remind prospects of the objections that have been overcome with evidence
- 5-14. If your proposal is correct, which of the following reasons may cause prospects not to buy?
1. They are not aware of their problems
  2. They are not sufficiently disturbed by their problems
  3. Both 1 and 2 above
  4. They need more information
- 5-15. Language that appeals to a prospect's senses and emotions is called \_\_\_\_\_ language.
1. sensual
  2. emotional
  3. concrete
  4. clear cut
- 5-1. Which of the following sales techniques should be used when procrastination becomes the dominant block to our prospect's decision making ability?
1. Close
  2. Trial close
  3. Weighing close
  4. Alternate proposal
- 5-17. Which of the following items should be listed last on the "reasons for enlisting now" side of the weighing close?
1. Want
  2. Need
  3. Desire
  4. DBM
- 5-18. Of the following problems, which is most often responsible for making a recruiter uncomfortable with closing?
1. It is apparent that the sales presentation has not succeeded
  2. They are unfamiliar with the five types of closes
  3. They are not sure which type of close to use
  4. They cannot appear calm and assumptive
- 5-19. Any compromise of an EST should be reported through the chain of command to which of the following officials?
1. EPO
  2. XO
  3. TCO
  4. CO
- 5-20. Used EST answer sheets are maintained on file for what specific period of time?
1. 1 month
  2. 2 months
  3. 3 months
  4. 4 months
- 5-21. The ASVAB is a battery of what specific number of subtests?
1. 5
  2. 10
  3. 15
  4. 20
- 5-22. The Interservice Recruitment Committee (IRC) is made of which of the following individuals?
1. MEPS personnel
  2. Local recruiting COs
  3. RDAC members
  4. Test administrators
- 5-23. Which of the following goals should we strive for in ASVAB testing?
1. Test seniors only
  2. Test juniors and seniors
  3. Mandatory testing of grades 9 through 12
  4. Test as many students as possible in grades 10 through 12

- 5-24. Once recruiters obtain preferred and alternate dates for high school ASVABs, the dates are coordinated with which of the following officials?
1. Chief, Testing Management Section
  2. Chief, MEPS Test Control
  3. MEPCOM
  4. NRD EDSPEC
- 5-25. To ensure test security, which of the following requirements must be met for the ASVAB?
1. 1 proctor for every 25 students
  2. 1 proctor for every 40 students
  3. 2 full time proctors
  4. 4 full time proctors
- 5-26. No recruiting activities are allowed during the administration of the ASVAB.
1. True
  2. False
- 5-27. The counselor summary of the ASVAB compares scores to which of the following groups?
1. All students of the same grade
  2. Students of the opposite sex in the same grade
  3. Both 1 and 2 above
  4. All students who took the ASVAB that year
- 5-28. School officials may give special instructions concerning ASVAB results to cover which of the following restrictions?
1. No recruiter contact from the ASVAB listing
  2. No recruiter contact until the end of school
  3. No telephone solicitations
  4. All of the above
- 5-29. Immediate retests may be authorized for applicants tested under adverse conditions by which of the following officials?
1. NRD CO
  2. MEPS liaison petty officer
  3. MEPS testing chief
  4. MEPS commander
- 5-30. After one retest, applicants must wait what minimum period of time before testing again?
1. 1 calendar month
  2. 6 calendar months
  3. 3 calendar months
  4. 4 calendar months
- 5-31. ASVAB scores for ASVABs taken after 3 January 1989 are computed using which of the following equations?
1.  $2(VE) + MK + AR$
  2.  $2(VE) + WK + AR$
  3.  $WK + PC + AR + MK$
  4.  $WK + PC + MK + 1/2NO$
- 5-32. What are the two types of supplemental testing the Navy uses for program qualification?
1. NFQT and AEF
  2. NFQT and DLAB
  3. DLAB and PIP
  4. DLAB and EST
- 5-33. The NFQT is an 80 question examination that applicants have what maximum time to complete?
1. 1 hour
  2. 2 hours
  3. 30 minutes
  4. 45 minutes
- 5-34. Retests on the NFQT are authorized under which, if any, of the following situations?
1. The applicant was within 5 points of passing
  2. The applicant completes further education
  3. The applicant was not feeling well
  4. None of the above
- 5-35. The DLAB is given to all candidates for which of the following programs?
1. NF
  2. IS
  3. CTI
  4. CTO
- 5-36. Recruiters complete a preliminary physical screening of all applicants by which of the following methods?
1. Completing a DD Form 2246
  2. Completing the SF 88 and 93
  3. Conducting a visual screening of the applicant
  4. Requesting all previous medical records

- 5-37. Classifiers use which of the following systems to obtain the desired program and shipping window for qualified applicants?
1. PAMI CONUS
  2. PRIDE
  3. PERSON
  4. CLASSIFY
- 5-38. Recruiters should brief all applicants on which of the following subjects?
1. Conditions of Navy life
  2. The Navy's drug policy
  3. The Navy's health care benefits
  4. All of the above
- 5-39. All rejected applicants should be urged to visit which of the following locations?
1. Their Congressman's office
  2. Their local state employment office
  3. The recruiting station
  4. The NRD
- 5-40. When an applicant is rejected for enlistment because of medically disqualifying conditions, which of the following personnel is responsible for notifying the individual?
1. The NRD CO
  2. The MEPS commander
  3. The MEPS physician
  4. The recruiter
- 5-41. The responsibility for promoting positive public relations rests with which of the following personnel?
1. Recruiters
  2. Recruiting managers
  3. Recruiting support personnel
  4. All of the above
- 5-42. Navy public affairs is a three-part discipline consisting of which of the following elements?
1. Public information, private information, and community relations
  2. Public information, community relations, and internal relations
  3. Internal relations, external relations, and information access
  4. Internal relations, external communications, and community involvement
- 5-43. All successful public affairs programs must possess which of the following qualities?
1. Assertive and regulated
  2. Assertive and restrictive
  3. Aggressive and ethical
  4. Aggressive and impromptu
- 5-44. Of the following duties, which is NOT assigned to the PAO?
1. Sending out news releases for DEP personnel
  2. Sending out news releases for newly assigned recruiters
  3. Promoting public service advertising
  4. Coordinating high school yearbook advertisements
- 5-45. All paid advertising must be done through the NRD LTC. Recruiters can make contributions to advertising efforts by which of the following means?
1. Paying for small local ads themselves
  2. Encouraging media to run PSAs
  3. Contracting the advertising and having bills sent to the NRD
  4. Using OPE funds for local ads
- 5-46. Select the four types of advertising programs.
1. National, local, rural, and metro
  2. National, local, PSA, and collateral materials
  3. Television, radio, newspaper, and billboards
  4. Television, radio, print, and RADs
- 5-47. What is the easiest media coverage to obtain?
1. Newspaper
  2. Radio
  3. Television
  4. Outdoor advertising
- 5-48. Before submitting a recruit's letter as a news release, you should complete which of the following actions'?
1. Obtain your ZS's approval
  2. Obtain a verbal agreement from the recruit
  3. Obtain a news release authorization from the recruit
  4. Obtain a news release authorization from the recruit's parents

- 5-49. COMNAVCRUITCOM provides radio spots to stations nationwide at what specific interval?
1. Monthly
  2. Quarterly
  3. Semiannually
  4. Annually
- 5-50. Before appearing on a radio or television talk show, you should obtain which of the following information?
1. The format and anticipated topics
  2. A complete script of what will be said
  3. An outline of the host's viewpoints
  4. All of the above
- 5-51. Booth or space rental for public affairs events should be funded by which of the means?
1. Pay the charge and submit an OPE claim after the event
  2. Pay the charge and submit receipt to supply for reimbursement after the event
  3. Submit an internal request document to supply for approval before participating in the event
  4. Participate in the event and send the invoice to supply
- 5-52. When setting up a display, you should follow which of the following guidelines?
1. Keep it simple
  2. Try to display as many themes or exhibits as possible
  3. Use promotional items to the maximum extent possible
  4. Leave small giveaway items out within easy reach
- 5-53. Under which of the following conditions may admission be charged for a Navy band performance?
1. When a portion of the profits will be donated to Navy Relief
  2. When a portion of the profits go to an educational organization
  3. When all profits go to the United Fund
  4. When all profits go to a single cause
- 5-54. The Navy parachute team is known by which of the following names?
1. Leap Frogs
  2. Flying Fish
  3. Jumpmasters
  4. Navy Seals
- 5-55. Free-flight balloon rides by the Navy Balloon Team are authorized for which of the following individuals?
1. Prospective recruits
  2. News media representatives
  3. Navy recruiters
  4. All of the above
- 5-56. The Blue Angels has which of the following primary missions?
1. Training
  2. National security
  3. Enhancing recruiting efforts
  4. Entertaining
- 5-57. Civilian sponsors may support a Blue Angels performance by which, if any, of the following means?
1. Presenting a check to COMNAVCRUITCOM a minimum of 30 days before the performance
  2. Presenting a check to COMNAVCRUITCOM within 30 days after the performance
  3. Presenting a check to the NRD on the day of the performance
- 5-58. What is the most important after-action requirement for any performance team demonstration?
1. News releases
  2. Funding disbursement
  3. Follow-up
  4. Report submission
- 5-59. EOY participants must pay which of the following expenses?
1. Their transportation and lodging
  2. Their transportation and meals
  3. Their lodging and meals
  4. Their meals only

- 5-60. Recruiters should take the initiative to set up their own public affairs events to generate Navy awareness.
1. True
  2. False
- 5-61. Sea Power presentations are primarily conducted in which of the following formats?
1. Formal lecture
  2. Slide presentation
  3. Movie presentation
  4. Panel discussions
- 5-62. The Navy Adventure exhibit consists of which of the following elements?
1. A van with computerized graphics
  2. Photographic and chrome frame panels
  3. Navy rank structure and unit patches
  4. A rotating display of Navy medals and awards
- 5-63. Portable exhibits should be set up in which of the following locations?
1. Indoors only
  2. Outdoors only
  3. Ground floors only unless the building has a cargo elevator
  4. Only in buildings which provide 24-hour security guards
- 5-64. Exhibit promotion releases should be made at which of the following times?
1. Before the exhibit
  2. During the dates of the exhibit
  3. After the exhibit
  4. All of the above
- 5-65. Collateral material targeted to individuals responding to the Navy's toll-free number has which of the following classifications?
1. Lead generation
  2. Fulfillment
  3. Sales closing
  4. Transition
- 5-66. Awareness collateral material targets which of the following audiences?
1. High school seniors
  2. Work force
  3. High school counselors
  4. DEP personnel
- 5-67. The How You Can Join the Navy pamphlet is an example of which type of collateral material?
1. Transition
  2. Awareness
  3. Sales closing
  4. Lead generation
- 5-68. A RAD number of 211-3814 indicates the item was produced in what fiscal year?
1. 1991
  2. 1992
  3. 1993
  4. 1994
- 5-69. A per recruiter number of 10EA/3X/12M0 on a RAD item indicates which of the following distribution schedules?
1. Every 10 recruiters will receive 3 items once each year
  2. Each recruiter will receive 10 items 3 times a year
  3. Each recruiter will receive 10 items each year
  4. 10 items will be received for every 3 recruiters annually
- 5-70. Money for promotional items is based on which of the following factors?
1. Market share
  2. Number of recruiters
  3. Goal attainment
  4. Area preference
- 5-71. Why is it important to know your audience when preparing for a speech?
1. You want to prepare your speech to their level
  2. You want to prepare your speech above their level so they will be impressed
  3. You want to tell them only things that they already know about
  4. You want to tell them only things they want to hear
- 5-72. What are the three parts to a short speech?
1. Introduction, narrative, and ending
  2. Introduction, presentation, and close
  3. Attention, readiness, and motivation
  4. Attention, readiness, and conclusion

5-73. Which of the following elements should be included in you speech's conclusion?

1. Summary
2. Remotivation
3. Call for questions
4. All of the above

5-74. Training aids should                      your presentation.

1. dominate
2. augment
3. overshadow
4. guide

5-75. Always plan your entire speech in advance. Try to memorize your introduction and close, but not the body of your key point outline.

1. True
2. False